

ORDER



Orders
Order / Rev: 169161
Alt Order #: 06865519
Product Desc: M-Su week
Estimate: 326 / Sked B
Flight Dates: 10/21/12 - 10/28/12
Original Date / Rev: 10/19/12 / 10/19/12
Order Type: GENERAL

KOB

Primary AE: Melissa Palombo
Sales Office: P-PHL
Sales Region: National

Agency Name: Stevens Reed Curcio & Potholm
Buying Contact: Betsy Vonderheid
Billing Contact:
 201 Union Street Ste. 200
 Alexandria, VA 22314-3219

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Reform NM Now
Demographic: A35+
Product Codes: PL2
Priority: 99
Revenue Codes: AGY, POL, ISS

New Business Thru: 10/25/13
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/27/12	38	\$29,100.00	\$24,735.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	38	\$29,100.00	\$24,735.00	0.00
Totals	38	\$29,100.00	\$24,735.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melissa Palombo			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	All	10/22/12	10/26/12	News 4 Today II 6a-7a	CM	M-F 6a-7a	MTWTF--	:30	5	\$850.00	1	0.00	NM	5	\$4,250.00
EYEWIT NW TDY2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$850.00		0.00						
E 2	All	10/22/12	10/26/12	M-F Today Show	CM	M-F 7a-9a	MTWTF--	:30	5	\$850.00	1	0.00	NM	5	\$4,250.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$850.00		0.00						
E 3	All	10/22/12	10/26/12	News 4 @ Midday M-F	CM	M-F 12noon-1p	MTWTF--	:30	5	\$400.00	1	0.00	NM	5	\$2,000.00
EYEWIT-4 MIDDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$400.00		0.00						
E 4	All	10/22/12	10/26/12	Judge Judy-P/ DR 4p/ 430M	CM	M-F 4p-5p	MTWTF--	:30	5	\$400.00	1	0.00	NM	5	\$2,000.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	5		\$400.00		0.00						
E 5	All	10/22/12	10/26/12	News 4 @ 5p M-F	CM	M-F 5p-530p	MTWTF--	:30	1	\$850.00	1	0.00	NM	1	\$850.00
EYEWITNS NEWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	MTWTF--	1		\$850.00		0.00						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	All	10/22/12	10/26/12	News 4 @ 6p M-F News 4 @ 6p M-F	CM	M-F 6p-632p MTWTF--	:30	5	\$1,100.00	1	0.00	NM	5	\$5,500.00
EYEWTS NW-600<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--				5	\$1,100.00		0.00			
E 7	All	10/22/12	10/26/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
EYEWTS NWS-10														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--				2	\$1,400.00		0.00			
E 8	All	10/22/12	10/26/12	The Tonight Show The Tonight Show	CM	M-Th 1035p-1135p MTWTF-- (10:30 PM-11:30 PM)	:30	5	\$500.00	1	0.00	NM	5	\$2,500.00
TONITE SHW-NBC<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--				5	\$500.00		0.00			
N 9	All	10/22/12	10/26/12	News 4 @ 10p M-F News 4 @ 10p M-F	CM	M-F 10p-1035p MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--				2	\$1,400.00		0.00			
N 10	All	10/22/12	10/26/12	News 4 @ 630p M-F News 4 @ 630p M-F	CM	M-F 630p-7p MTWTF--	:30	1	\$900.00	1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	MTWTF--				1	\$900.00		0.00			
N 11	All	10/27/12	10/27/12	News 4 @ 630p Sat News 4 @ 630p Sat	CM	Sa 630p-7p -----S-	:30	1	\$400.00	1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	-----S-				1	\$400.00		0.00			
N 12	All	10/21/12	10/21/12	News 4 Special @ 430p News 4 Special @ 430p Sun	CM	Su 430p-5p -----S	:30	1	\$850.00	1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S				1	\$850.00		0.00			

*Tax 1 Note: ABQ 7%.

Totals 38 \$29,100.00